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Amendments to Specification:

Please replace paragraph [0035] with the following amended paragraph:

[0035] The method used for the questionnaire set-up is summarised in Claim 2 and illustrated in Figure 2. The first task is to break the survey subject matter down into a number of different ranked Categories (010), with the highest priority category taking first position and assigning a value to each category depending on its position (CN..C1, where N indicates the highest rank). As an example, if the survey subject matter were for a Customer Satisfaction Survey, the Categories could be defined and assigned values as follows:

Please replace paragraph [0049] with the following amended paragraph:

[0049] For the third task, Statement Block 2 is defined (012) whereby each of the statements in Statement Block 1 are rewritten as defined in Claim 3 ($C_X q_x = C_X Q_x$). As an example, the above example statements could be written as follows:

Please replace paragraph [0057] with the following amended paragraph:

[0057] In order for the questionnaire survey originator to be able to manage which customers are able to complete the survey, a login procedure is used. The login procedure requires an identification to be input which singularly identifies the questionnaire survey originator and, as stated in Claim 14, a password and a password consisting of alphanumerics which can either singularly identify the customer (e.g. by using a customer number), identify that the customer is able to complete the questionnaire survey without identifying the customer as such (e.g. a randomly generated number, distributed randomly and anonymously to the

customer) or not identify the customer at all (e.g. using a so called Master Key). These three methods allow the questionnaire survey originator to use a level of anonymity as required by their customers. The identifiers and passwords are stored in a database (106) on the single server (102). In the preferred embodiment, the database contains two linked tables, which are structured as shown (but not exclusively) in Figure 4. The Shortform (107) is the identification used by the questionnaire survey originator and Customer Name (108) the actual company name of the questionnaire survey originator. Folder (109) is the folder into which the data is to be stored on the server (102) and Industry (110) is an identifier which identifies in which industry the questionnaire survey originator's business is placed (e.g. a Standard Industry Code). Master Key (111) is the generic password which allows a customer to login without being identified. Identity Number (112) is a list of available identity numbers used to validate whether the current customer can partake in the survey. The identity number is either customer specific (e.g. a customer number) or randomly generated at the questionnaire survey set up stage and randomly distributed to the customers who should be partaking in the survey. The Used field (113) is used to check whether the customer has already submitted an input to the questionnaire survey or not (and can therefore be used to prevent multiple entries).

Please replace paragraph [0062] with the following amended paragraph:

[0062] In the Emotional Response stage (301), each statement from Statement Block 1 (011) (C_XQ_x) is posed to the respondent as a question, to which the answer can only be "Yes", "No" or "Don't Know" – or similar, as stated in Claim 4. As an example, from the previous example, statement C_4Q_4 with a question ranked value of 4 could be posed as:

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Please replace paragraph [0127] with the following amended paragraph:

[0127] By comparing the said Respondent Ranking (406) directly with the Company Ranking from the Customer Ranking stage (303) for closeness of match, a value for Respondent Satisfaction can be calculated as summarised in Claim 10. This is achieved by reverse ranking the said Company Ranking positions by assigning a value to the said Company Ranking positions ($A(C_X)$) equal to the difference between each Category's Company Ranking positional value ($R(C_X)$) and the total number of Categories plus1 (N+1). In the above example therefore:

Please replace paragraph [0144] with the following amended paragraph:

[0144] The Display Summary block (203) outputs a textual summary as well as a graphical report to the respondent immediately following completion of the questionnaire survey according to Claim 15.

Please replace paragraph [0161] with the following amended paragraph:

[0161] In a preferred embodiment the processing unit (604) takes each of the sums from the Emotional Sum stage (302), the Don't Knows stage (304) and the Final Rational Sum stage (405) from each respondent (601, 602, 603) and stores them in a database (605). The processing unit (604) then uses the information stored in the database (605) summing each of the inputs to produce an Executive Summary report (606). An example of a typical Executive Summary report can be found in Figure 10. The said Executive Summary report contains a summary for Company Strength (701), which is calculated from the sum of Emotional Sums (302) by using the same procedure as that summarised in the Company Ranking stage (303)

of the Company Ranking block (201); a summary for Amount of Uncertainty (702) which is a graphical summary of the number of responses which were "Don't Knows" from the Don't Know stage (304) per Category; a summary of Company Importance (703) which is calculated from the sum of Final Rational Sums (405) by using the same procedure as that summarised in the Respondent Ranking stage (406) of the Respondent Ranking block (202); a summary of Respondent Satisfaction according to Claim 10, in which both a 'Weighted' value (705) is calculated by measuring the closeness of match between the sum of Company Strength (701) and the sum of Company Importance (703) for all respondents according to the same methodology summarised in the Respondent Ranking block (202) above and an 'Average' value (704) calculated by mathematically averaging each respondent's value for Respondent Satisfaction according to that summarised in the Respondent Ranking block (202) above, are summarised.